

**INFLUENCE OF CELEBRITY ENDORSEMENT ON HIGH AND LOW
INVOLVEMENT PRODUCT**



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APPROVAL PAGE

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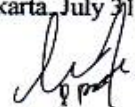


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INFLUENCE OF CELEBRITY ENDORSEMENT ON HIGH AND LOW INVOLVEMENT PRODUCT

ABSTRAK

Penelitian ini merupakan studi perbandingan untuk mengetahui pengaruh dari selebrity terhadap keterlibatan tinggi dan keterlibatan rendah. Penelitian perbandingan ini bertujuan untuk mengetahui pengaruh dari selebriti terhadap intensitas pembelian dan untuk engetahui mana yang lebih berpengaruh di antara keduanya. Data yang dikumpulkan dengan menggunakan survei berbasis kuesioner dengan menggunakan metode non-probability sampling dan didistribusikan ke 229 responden yang terdiri dari konsumen di Surakrta. Untuk menganalisis data yang diperoleh dari kuesioner, digunakan metode kuantitatif. Temuan menunjukan bahwa kredibilitas selebriti berpengaruh pada intensitas pembelian terhadap produk dengan keterlibatan tinggi dari pada dengan keterlibatan rendah. Hasilnya, atribut selebriti tidak terlalu penting untuk mempengaruhi pembelian produk akan tetapi hedonis dan utilitarian adalah inti dari keputusan pembelian.

Keyword: *Atribut Selebriti, Intensitas Pembelian, Produk Keterlibatan Tinggi dan Rendah*

ABSTRACT

This research is comparative study to explore the influence of celebrity endorsement on high and low involvement product. This study aims to determine the influence of celebrity dimension on purchase intention and to reveal which is the most influential. Data were collected using questionnaire-based survey used purposive sampling method and distributed to 229 respondents comprising all of consumer in Surakarta. In order to analyze the data obtained from questionnaires, quantitative methods were employed. The findings showed that credibility has influence on purchase intention on high involvement product than low involvement product. Finally, attributes of celebrity are not much impotent for intent to purchase for existing product but, hedonic and utilitarian are the key for purchase intetntion.

Keyword: *Celebrity Endorsement, Purchase Intention, High and Low Involvement Product*

1. Introduction

Nowadays, companies are more likely to different of their product by offering consumer with various types of products in one product category which are Soap (Low-Involvement) and Smartphone (High-Involvement). To find a customer and influence those, companies must be have a good brand which will make consumer interesting and buy their product. The using of Internet, TV, and Gadget can help companies to promotion their product and use some celebrity to make their product more interesting in consumer view.

Marketing strategies to make the existence of advertising has become a claim that cannot be avoided for the sake of a product that offered in order to get attention

in community life from consumers side, the advertising itself is seen as a media provider of information on capability, price, product functionality, and other attributes that relates to a product (Durianto, 2003). Celebrities are often used to support the sale of a product, especially a product of high and low involvement that is closely related to celebrity endorsement of the product. Products of high and low involvement is important in the market and competition, the importance of these companies to inform their products to market must be more creative, interesting and memorable appealing to prospective customers. In this study, high and low involvement product (Smartphone and Soap), products already on the market.

Moreover, most of company using celebrity to their product for their strategy in marketing strategy for building brand image. Advertiser believe that the use of celebrity endorsement for influence and give an effects advertising effectiveness (Chan et al., 2013). Brand awareness and recognition; as well explain purchase intention and follow-through (Spry et al., 2011).

Celebrity endorsement is mostly use by advertising to high and low involvement products, usually in smarhphone (high involvement) and soap or shampoo (low involvement), these products is available in market and get a lot of competitors, it could be important for the company to give an information to the costumer should be creative and innovative. In this research use these product (smartphone and shampoo) because most of people familiar of these products (Keller, 2003).

Smartphone is generally considered a high-involvement product. Consumers usually buy a smartphone for applications, model, specification, camera phone and music support .Smartphone is also known to reflect consumer's social trend and wishing (Lotfizadeh and Lotfizadeh, 2015). Consumers are aware of their own self-concept and so they use brand image to compare the products (Oh and fiorito, 2002), moreover it is important for smartphone marketers to be notified about their brand awareness of adolescent consumers.

On the other hand, consumers also buy low-involvement products such as soap. However, shampoo consumption is less subject to influence of peers, branding is still important as brand awareness alone should lead the consumer selecting a product based on their familiarity of the brand (Keller, 2003)

Therefore, a lot of people buy high and low-involvement product such as soap and smart phone. A lot of teenagers and students represent a specialized market

segment for a diversity of merchandises and services, consisting smart phone and body wash (Lotfizadeh and Lotfizadeh, 2015). Researches which specify the distinctions in brand awareness of high- and low-involvement products among teenagers and students, is sparse. Hoyer and Brown on 1990 claimed that brand awareness is like a heuristic or simple norm for making decision, in low-involvement buy situation. High-involvement products are less focused than low-involvement products on these studies; the current research is attended to help to fill the gap.

According to those introductions, this study was conducted to examine about the influence of celebrity endorsement on the high and low involvement product.

1.1 Literature Review

In a company or a store, usually they need a figure to advertise their product. This kind of situation is usually said by endorsement. Endorsement can be defined as an act of giving one's public approval or support to someone or something. A celebrity endorser is an individual who is known to the public (actor, sports figure, entertainer, etc) for his or her achievements in areas other than that of the product class endorsed (Musa & Putit, 2011).

The effectiveness of celebrity endorsement is usually examined within the framework of the attractive, attractiveness, and expertise while at the same time matching up with desired brand awareness (Hakimi, 2011). Despite the mixed findings elicited from these studies, celebrity endorsements are generally considered as a powerful advertising strategy and have many benefits. Given that a variety of celebrity endorsement crises are increasingly emerging, latest research tends to focus more on the effects of negative information about the celebrity on advertising effectiveness.

1.2 Purchase Intention

The willingness of a customer to buy a certain product or a certain service is known as purchase intention. Purchase intention a dependent variable that depends on several factors. Attitudes are often considered relatively stable and are enduring predisposition for consumer to behave in particular way, it has been found to play an important role in affecting the consumer's purchase intention was the probability of consumer to buy a product it also a component of consumer cognitive behaviour on how consumer intended to buy a specific product, service or brand.

Purchase intentions are correlated with imperfect measures of consumers' subsequent purchase behaviour, marketing managers need to know when best to rely on them and how best to use them. To address this, I review the relevant literature on purchase intentions in marketing, and more generally on the intentions behaviour relationship in social psychology, since purchase intentions are a particular form of the more general construct of intentions (Morwitz, 2014).

1.3 Physical Attractiveness

Attractiveness is related to how likeable or physically attractive the source is to the audience (Salam et al., 2012). The attractiveness model assumes that the effectiveness of the message depends on the physical characteristics of the source, which make it attractive (Fleck & Korchia 2009). Attractive communicators are consistently more liked than unattractive communicators and have a more positive impact on the products with which they are associated (Salam et al., 2014). Moreover, found that an attractive endorser enhances attitudes towards both the advertisement and also the brand.

Consumers like products more when an attractive celebrity than when they are endorsed by an unattractive celebrity endorses them, and also attractive celebrities create more purchase intentions than unattractive celebrities (Salam et al., 2014). Attractiveness refers to the perceived attractiveness of the source. Source attractiveness is related to physical attributes of endorsers, such as similarity, familiarity, and likeability. The source attractiveness model contends that the effectiveness of a message depends on sources' familiarity, likability, similarity, and attractiveness to the respondent (Salam et al., 2012). The findings are consistent with others that report that increasing the communicator's attractiveness enhances positive attitude change.

So, physical attractiveness is powerful source to influence most of people by their appearance and style and create higher influence on purchase intention. As low involvement product celebrity like in this era stars exposed (Ronaldo) themselves by using good shirt or attention capturing tuxedo in Ads which creates more attention towards opposite gender and such appearance makes them more interesting and easier to recall. On the other hand, high involvement product celebrity (Raisa) it is importance in this regard within social restraints and behaviour (Hasan and Jamil, 2014). Thus we drive our hypothesis as:

H1: Physical attractiveness of celebrity has greater influence on purchase intention to low involvement product than high involvement product.

1.4 Credibility

Credibility refers to the personality of celebrity such as honesty, integrity and believability of a person. Selection celebrity credibility helps of model and impact to the consumer intentions but the product. In the development of promotional program, it's necessary to adopt such type of strategy for advertisement in which the main focus should be the communication of distinctiveness of the product to shape the positive attitude and enhanced purchase intentions towards brand (Ahmed et al., 2014).

It's successful for building brand equity with the increment of credibility and provide course of action for selecting an endorser (Ahmed et al., 2014). The consumer willingness to purchase is complicatedly related to the credibility of the celebrity, their understanding according to the knowledge about celebrity, the pleasant appearance, their reputation as well as celebrity resemblance to product (Ahmed et al., 2014). The voice of celebrity creates an important role in TV or radio advertising in order to persuade the customer.

Hasan and Jamil (2014) said, In case of high and low involvement product celebrity endorsement it is interesting that large number of similarities exist even in some cases same fashion and life style but difference of behaviour and gender are also noticed. Apart from this all other attributes of celebrities whether from high and low involvement product celebrity are almost same, but levels of attachment with low involvement celebrity is somehow considered more than that of high involvement product celebrity due to similarities in fashion and life style. Hence we propose our hypothesis as:

H2: Credibility of celebrity has greater influence on purchase intention to low involvement product than high involvement product.

1.5 Expertise

The high and low involvement product and endorsed by an expertise having experience have a positive effect on intentions to buy by consumers (McGuire, 1985). Involvement in this issue, the capacity has a message to influence consumer, timing for behavioural response, and timing of source recognition. According to (Ahmed et al., 2014) the term "Fit" is intimately related with the

term expertise as the athletes would be more successful for the products related to performance of an athlete in a specific game.

According to (Pappu et al., 2011) the increased trust in brand has an indirect impact on the brand and increases the credibility and trust on brand. The companies also use the strategy of using more endorser at the same for a single product (like Mobilink in Pakistan) in order to increase the willingness to buy by customer (Ahmed et al., 2014).

Endorser with high knowledge and skills has strong power of recommendation as compare to the endorsers with low expertise (Ohanian, 1990). Celebrity expertise is one of the reasons in order to find out its influence on recipients of information (Amos et al., 2008). If the celebrity advocating the product has strong knowledge and experience, then he/she will ultimately have differential power to pursue due to strong believability. Hence we hypothesize:
H3: Expertise of celebrity has greater influence on purchase intention to low involvement product than high involvement product.

1.6 Congruity

Celebrity has a relation principle with product or service is as important as all other attributes pertains to celebrity for high social interesting and power the credibility of celebrity (Hasan et al, 2014). Product and celebrity organization is most important factor for creating positive feedback because people take it as evidence that product is in reality used or consumed by celebrity, if logically audience cannot accept the celebrity as perfect match with what they are endorsing is nothing but only unnecessary expenditure (Hasan and Jamil, 2014).

Hasan and Jamil (2014) said Consumers are more attracted to the product if they believe that what is endorsed by celebrity is actually being used by the celebrity and their effects are prominent by their personality. In advertisement on low involvement product, emotional match up (Family Care Products like clear etc.), Attractiveness Match up, Credibility match up all are supported by celebrities used in Ads whether high or low involvement product celebrity. Therefore it is hypothesized:

H4: Congruity of celebrity has greater influence on purchase intention to low involvement product than high involvement product.

2. Methodology

2.1 Population and Sample

Population is the generalization region consisting of the object or subject that has a certain quantity and characteristics set by the researchers. In this study population size is taken not identified or is not known with certainty. The populations in this study are all consumers on the high and low involvement product.

Questionnaires were distributed to people age between 18 to 35 years and their qualification ranges between teenagers and adult with a vision about true findings of the studies on the contrary to this other people with lower qualification are properly guide in order to have their true representation at the time of respond.

The sample is a subset of the population, made up of some members of the population. The sampling technique in this research is to use Non-Probability Sampling, i.e. the sampling technique does not provide opportunities or equal opportunity for each element or member of the population to be selected into the sample. Sampling was taken by using convenience sampling method type, its mean the sample that will be choose based on easier to collect the data, research can be collect in everywhere. Besides that, these methods can coverage the population, because the large amount of population. Based on Anderson et al (1998) suggested that the sample size of 100-200 is adequate for the research for each quitionare.

3. Data Analysis

The data analysis is a process of simplification of data into a form that is easier to read and interpretation. Analysis of the data used in this study is a quantitative analysis, namely data processing in the form of figures using statistical methods. Methods of data analysis used in this research are multiple linear regression analysis using SPSS which are validity test, reliability test, and multiple linear regression tests.

The results in Table 1 shows the results that have been extracted and has a loading factor values > 0.3 so that the whole questions to uncover each variable declared invalid. Based on table it can be seen that at the initial stage of factor analysis with 19 items statement, the results has already grouped. in the question

there is a little difference between high and low involvement, because some of question is not valid and reliable and the researcher make a trial error first to make sure which question will be working on this research.

Physical attractiveness for low involvement the highest is .876 and the lowest is .681 for high involvement the highest is .785. Result of validity in credibility for low involvement the highest is .825 and for high involvement .904, factor loadings from expertise the highest is .864 for low involvement and .890 for high involvement, then result of validity in congruity is .805 for low involvement and .883 for high involvement, the last purchase intention the highest number in factor loadings for low involvement is .863 and .793 for high involvement.

Table 1
Validity and Reliability

Variable(s)	Question	Validity of Low Involvement	Validity of High Involvement	Cronbach Alpha Low Involvement	Cronbach Alpha High Involvement
Physical Attractiveness	1	.789	.696		
	2	.876	.426		
	3	.833	.785		
	4	.681	.738		
	5		.753	.830	.769
Credibility	1	.768	.736		
	2	.692	.832		
	3	.802	.904		
	4	.754	.761		
	5	.825		.859	.836
Expertise	1		.615		
	2		.774		
	3	.817	.890		
	4	.793	.672		
	5	.864	.518	.825	.837
Congruity	1	.805			
	2	.496			
	3	.650	.635		
	4	.570	.882		
	5	.744	.883	.730	.780
Purchase Intention	1	.740			
	2	.819			
	3	.863	.793		
	4	.649	.791	.760	.778

Reliability testing results in the table 1 is known that in each of the studied variables has Cronbach alpha value > 0.70 which means the entire instrument in this study was reliable.

Reliability test results in this study are known that physical attractiveness variable have Cronbach Alpha coefficient of 0.830 in low involvement and .769 for high involvement. Credibility variable have Cronbach Alpha coefficient of 0.859 in low involvement and 0.836 for high involvement. Expertise variable have Cronbach Alpha coefficient of 0.825 in low involvement and 0.837 for high involvement. Congruity variable have Cronbach Alpha coefficient of 0.730 in low involvement and 0.780 for high involvement. The last is purchase intention variable have Cronbach Alpha coefficient of 0.760 in low involvement and .778 for high involvement.

3.1 Regression Analysis

Table 2
Result of Regression Analysis (Low Involvement)

Predictors	β	Sig	R^2	ΔR^2
Physical Attractiveness	-.406	.685		
Credibility	.428	.669		
Expertise	-1.343	.182		
Congruity	1.085	.280	.023	-.013

Table 3
Result of Regression Analysis (High Involvement)

Predictors	β	Sig	R^2	ΔR^2
Physical Attractiveness	-.189	.850		
Credibility	.860	.392		
Expertise	6.715	.000		
Congruity	.995	.322	.373	.350

3.2 Physical Attractiveness

Linear regression was performed to test all the independent variables and their effect on dependent variable result shows that as far as attractiveness is concerned low involvement has negative and insignificant effect purchase intent ($\beta = -.406$, p. ns) while for high involvement ($\beta = -.189$, p. ns) therefore our hypothesis 1 physical attractiveness of celebrity has greater influence on purchase intention to low involvement product than high involvement product, therefore hypothesis unsupported.

3.3 Credibility

As it was hypothesized that low involvement are more credible for making beliefs and motivate to purchase but results of regression for low involvement shows positive but insignificant results ($\beta = -.428$, p. ns) and for high involvement ($\beta = .860$, p. ns) therefore credibility of celebrity has greater influence on purchase intention to low involvement product than high involvement product and hypothesis 2 is unsupported.

3.4 Expertise

Celebrity expertise regression on low involvement results show negative and insignificant ($\beta = -1.343$, p. ns) impact on purchase intention in comparison with high involvement were positive and significant ($B = .6.715$, $p < .005$). Therefore expertise of celebrity has greater influence on purchase intention to low involvement product than high involvement product, so hypothesis 3 is unsupported.

3.5 Congruity

In order to analyze matchup principle of celebrity with brand endorsing, high involvement has negative and insignificant effect on intent to purchase ($\beta = .995$, P. ns) while low involvement ($\beta = .1.085$, p. ns) positive but insignificant relation exists, therefore stipulated hypothesis 4 is unsupported on the base congruity of celebrity has greater influence on purchase intention to low involvement product than high involvement product.

4. Discussion

The objective of this study was to find out the influence of celebrity endorsement on high and low involvement product (physical attractiveness, credibility, expertise and congruity) on consumers purchase intention. This research confirms the importance of celebrity endorsement, because most of consumers are influenced by celebrity endorsement. Expertise in high involvement product is the important tool of celebrity endorsement dimension practices for consumers purchase intention.

The results of this research was created clear that physical attractiveness has negative impact and not significant on purchase intention on high and low involvement product. This findings in line with previous research by Hasan and Jamil (2014) celebrities are considered as being the persuasive element in marketing

in this study, as for celebrity attractiveness negative relation is found between attractiveness of celebrity and their effect on purchase intention in high and low involvement product. The reason behind this relationship is that consumers are more get attention from quality the product rather than physical outlook of celebrities. According Hasan and Jamil (2014) furthermore reason for mismatch result is that famous products have already strong images in consumer minds such that they are least concerned about attractiveness of celebrity and most of well-known products are only endorsed by famous personalities. Therefore physical appearance is way to capture attention towards Ads, not influencing the purchase. Moreover, relation people with brands they are not much inspired by attractiveness but care more about taste, quality and affiliation with product.

The results of this research was created clear that credibility has negative impact and not significant on purchase intention on high and low involvement product. Credibility side of celebrity's dimension again in this study reveals interesting results that celebrities in current Ads are not enough credible to be believed upon for purchase intention based on Hasan and Jamil (2014) also the same words. Reason behind this is that a celebrity has hold on endorsement in media and they are seen repeatedly on media even endorsing too many competitive brands with a frame of couple of months' time. Now here again it is worth mentioning to repeat that sales of those products are utilitarian, experience or loyalty but not due to credibility of celebrities who are appearing in current ads.

The results of this research was created clear that expertise has negative impact and not significant on purchase intention on low involvement product and high involvement product has an impact and significant. In this finding in line same with previous study by Hasan and Jamil (2014) expertise is concerned High Involvement Product is considered to be more expert, motivating the consumers to buy because they know the preferences of consumers due to belongingness to the same country. Due to this know how they act in a way which gives more realistic emotional effect in ads moreover, most of people make decision to buy a product has emotional influence from family or friends.

The results of this research was created clear that congruity has negative impact and not significant on purchase intention on high and low involvement product. Celebrity endorsement is usually endorsing several brands which are not very congruent with their personalities and few models which are replaced soon by

other models for same products said Hasan and Jamil (2014). In Indonesia congruity between product and celebrity is not important, it is due reason that low involvement product celebrity (Ronaldo) is usually endorsing several brands which are not very congruent with personalities.

In this study, the author found another reason about decision consumer want to buy a high and low involvement product. However, these studies focus on general emotion than influence of celebrity endorsement. In the context of utilitarian influence low involvement product and hedonic consumption influence high involvement product (Lu et al, 2016). Findings of this research is consumer were celebrity endorsement in Indonesia give influence to high involvement product, in contrast low involvement product does not influence by celebrity endorsement.

The reason findings for low involvement product is most of consumer were prefer buy a product based on their need, brand awareness and price (Lu et al, 2016). Another potential reason is different goals to buy a product is the influence by emotion, moreover emotions are important to make decision scenarios to buy a product. For this reason, consumers are more concerned with how a functional product to their needs and wants (Lu et al, 2016).

High involvement product also connected to hedonic behaviour and most of people buy a product is based on their likely to the product and has more money, in this study the authors using Raisa as a sample of celebrity endorsement and Oppo cell phone is the product, with money people can buy a product whatever they want even do the product it is not used in their life (Lu et al, 2016). In addition, Indonesia as a developing country is a purpose of big company in the world to expanse their business and Indonesian is likely to buy a product because their like.

4.1 Limitations and Future Study

Mostly respondent of this research is student of Muhammadiyah University of Surakarta has taken sample size 229 is limited sample to generalize the result of the study result may different from using any other sample. It is also fact that respondent may rate celebrities according to their own liking and disliking.

Based on the results, we propose the following directions for future studies.

- 4.1.1 The theoretical model can be put to test using a qualitative methodology.
- 4.1.2 Further studies can be designed to examine if adolescents of different age group, gender and societies will respond to advertisements using celebrities differently.

- 4.1.3 Further studies can be designed to examine if adolescents respond to advertisements using global, regional, or local celebrities differently.

4.2 Conclusion

Results of study are somehow contradict with the extant literature but are realistic in high involvement product context because people are brand loyal, their taste and choice preference is not due to celebrity attributes but due to their previous experience with product or service. So organizations should keep their product quality wise strengthen which ultimately will create their preferences. No doubt celebrity endorsement has effects on marketing effort but it is not necessary to hire expensive celebrities to accomplish the purpose.

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